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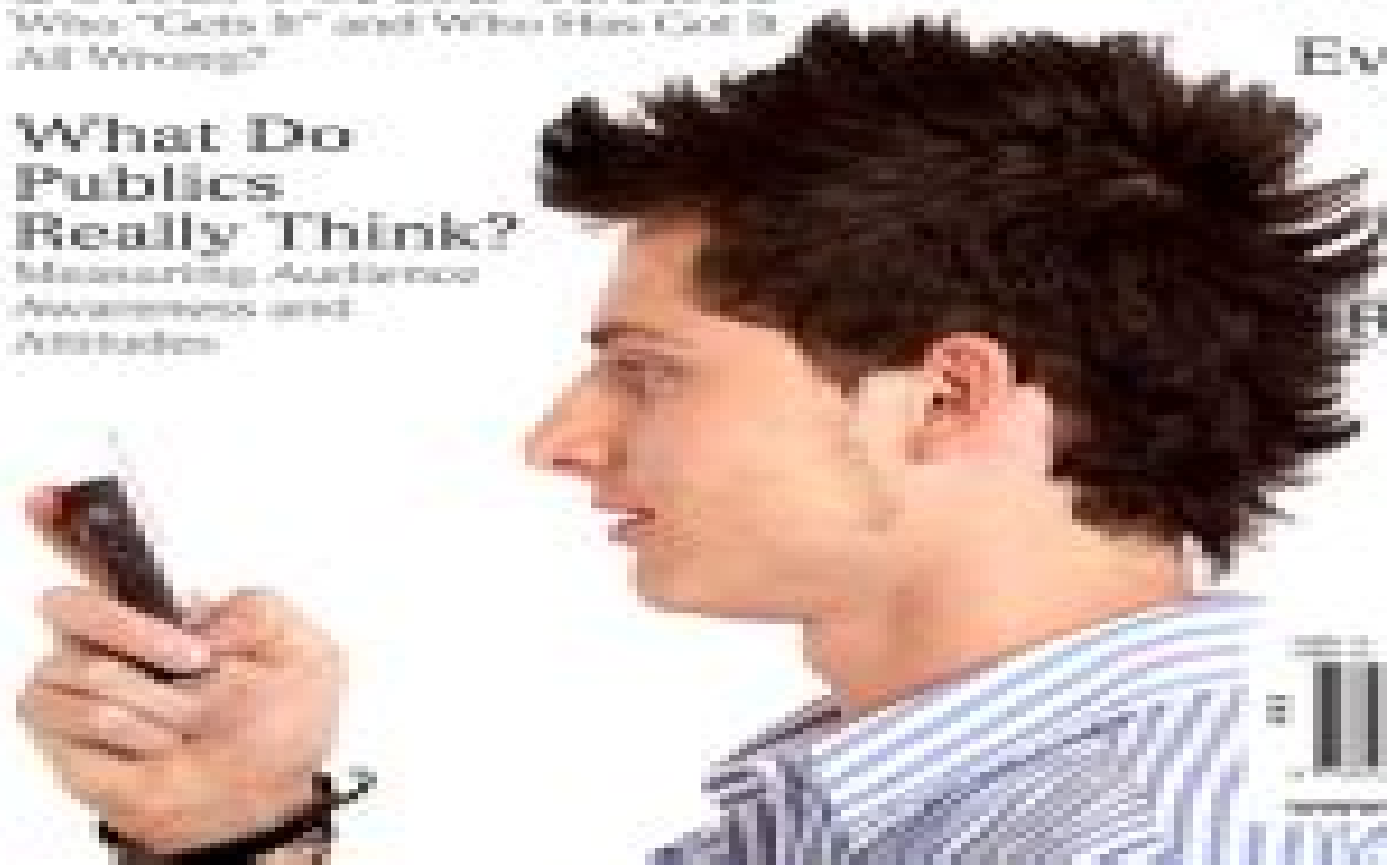
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Think Public Relations 2nd Edition

Minnesota State Bar Association



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Public Relations Campaigns Regina M. Luttrell, Luke W. Capizzo, 2021-01-09 With a focus on the tools needed for working in the PR industry Public Relations Campaigns An Integrated Approach gives students a hands on introduction to creating successful integrated PR campaigns Authors Regina M Luttrell and Luke W Capizzo present the ROSTIR model research diagnosis objectives strategy tactics implementation and reporting evaluation and PESO model paid earned shared social and owned media to show students a framework for practitioners to plan effectively and use all of the resources available to them to create winning campaigns The Second Edition emphasizes the importance of diversity initiatives and teaches students how to integrate a cross cultural approach to PR strategies **The Practice of Public Relations** Fraser P. Seitel, 1992

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